

- 1       61. A computer program product residing on a computer readable medium having a  
2       plurality of instructions stored thereon that, when executed by the processor, cause that  
3       processor to:  
4                  monitor queries entered by users;  
5                  associate each monitored query with one or more predefined advertisement  
6                  categories; and  
7                  maintain, for each user, an advertisement preference file that specifies the  
8                  predefined advertisement categories associated with each monitored query entered by  
9                  the user, thus generating a list of user-preferred advertisement categories.
- 1       62. The computer program product of claim 61 wherein said computer readable medium  
2       is a random access memory (RAM).
- 1       63. The computer program product of claim 61 wherein said computer readable medium  
2       is a read only memory (ROM).
- 1       64. The computer program product of claim 61 wherein said computer readable medium  
2       is a hard disk drive.

- 1       65. A processor and memory configured to:
- 2              monitor queries entered by users;
- 3              associate each monitored query with one or more predefined advertisement
- 4              categories; and
- 5              maintain, for each user, an advertisement preference file that specifies the
- 6              predefined advertisement categories associated with each monitored query entered by
- 7              the user, thus generating a list of user-preferred advertisement categories.
- 1        66. The processor and memory of claim 65 wherein said processor and memory are
- 2        incorporated into a personal computer.
- 1        67. The processor and memory of claim 65 wherein said processor and memory are
- 2        incorporated into a network server.
- 1        68. The processor and memory of claim 65 wherein said processor and memory are
- 2        incorporated into a single board computer.